

Message Text

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ORIGIN COME-00

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STATE/C/HJANIN (INFO)

COM/BIC/OIM/SAD/JMURRIN

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R 220336Z JAN 76

FM SECSTATE WASHDC

TO AMEMBASSY LUSAKA

UNCLAS STATE 015738

E.O. 11652: N/A

TAGS: BEXP, ZA

SUBJECT: AGRICULTURAL EQUIPMENT CATALOG SHOW

COMMERCE APPRECIATES POST INITIATIVE IN REGARD TO STAGING
CATALOG SHOW AS PART OF LARGER USG PARTICIPATION IN NDOLA
AGRICULTURAL SHOW (NAS).

COMMERCE IN RECRUITING U.S. FIRMS TO PARTICIPATE IN EXHIBIT
STRESS COMMERCIAL OPPORTUNITIES. MOUNTING OF A COMMERCIALY
VIABLE PROMOTION IS DEPARTMENT'S FIRST CONSIDERATION.

COMMERCE WOULD BE WILLING CONSIDER AN NAS PARTICIPATION IF
POST CAN PROVIDE THE FOLLOWING:

1. STAFFING OF EMBASSY'S COMMERCIAL SECTION IN LUSAKA
-- DURING THE TIME OF THE NAS TO SERVICE THE NORMAL LEVEL
-- OF INQUIRIES.

2. PROVISION OF ASSISTANCE TO THE INDUSTRY TECHNICAL
-- REPRESENTATIVE IN SAME MANNER AS IF SHOW WERE HELD IN
-- LUSAKA SO THAT SHOW IS MANNED AT ALL TIMES AND TO

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-- INSURE PROPER RECORDING OF VISITORS AND TRADE INQUIRIES.

3. CONDUCT OF A TARGETED PROMOTIONAL CAMPAIGN TO ATTRACT
 - KEY END-USERS RATHER THAN A RELIANCE UPON NORMAL FAIR
 - PUBLICITY.
4. TIME SET ASIDE FOR BUSINESSMEN TO VISIT THE EXHIBIT
 - WHEN IT IS CLOSED TO THE GENERAL PUBLIC.
5. MAINTAIN THE CATALOG SHOW BUDGET BETWEEN 1,500 DOLLARS
 - AND 2,000 DOLLARS. SHOULD ANTICIPATED COSTS OF PRO-
 - POSED NAS EXHIBIT EXCEED THAT AMOUNT, POST WILL HAVE TO
 - SEEK ADDITIONAL FUNDING FROM OTHER SOURCES.

IN ORDER TO INCLUDE SPECIFICS OF THE SHOW'S VENUE ON THE
PRINTED MATERIALS, POST RESPONSE IS NEEDED IN WASHINGTON
BY JANUARY 21. SISCO

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Message Attributes

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Decaption Date: 01 JAN 1960
Decaption Note:
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Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Document Unique ID: 00
Drafter: BIC/OIM/ESAF/SKMILLER/BWS
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Film Number: D760024-0659
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ISecure: 1
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04 MAY 2006

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TAGS: BEXP, ZA
To: LUSAKA
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